Nunavut Visitor Exit Survey

2008 Final Report

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1 Background

The Nunavut Exit Study was conducted by DataPath Systems of Marsh Lake, Yukon on behalf of the Government of Nunavut, Department of Economic Development & Transportation. The project included collecting and analyzing the data from the exit surveys completed in 2008 and where possible, make comparisons to the 2006 Exit Study data.

1.1 Methodology

DataPath Systems was contracted by the Government of Nunavut to survey visitors to the territory over the summer of 2006 and 2008.

The 2006 surveys were conducted from June to September, while in 2008 they were conducted from June to October. For this report, the 2006 results have been increased to include October travel – 20% for air flights and 18% for passenger volume, based on data provided by the airlines.

Data collection involved both the airlines in-flight and cruise line distribution systems and in-person airport intercepts. To execute this, surveys were printed and bundled into zip-lock bags, each labeled with the flight/cruise # and departure date, as well as information on returning completed bags to DataPath Systems. Employees were hired for in-person intercept survey work.

A combination of methods was used including:

- In-flight surveys
- On-cruise surveys handed out by the cruise staff
- Summary surveys provided by cruise companies
- Airport intercepts (employees hired at all departure airports and Churchill, Manitoba)
- A telephone survey to residents of Nunavut
- A telephone survey to visitors who registered at a visitor's centre in Nunavut
- Phase Two included an email/online survey

1.2 Project Overview

Phase One

- Surveys handed out to passengers of in-flight and cruises. 1,524 total passengers surveyed
- 755 visitors surveyed

Phase Two

- Emails sent out to all phase one respondents to complete a second survey
- 170 respondents completed the second email survey

1.3 Intercept Methodology

- Data collected between June 1 and October 30, 2008
- All airlines and cruise companies were contacted in advance and agreed to participate
- Each flight/sailing had a package of cards – in 3 languages – and instructions
- Both residents and non-residents were asked to complete the cards, but most flights had more passengers than cards returned

1.4 Data Collected

During the sample time there were 1600 possible flights and 25 sailings. Of those, 170 flights and 9 sailings returned data.

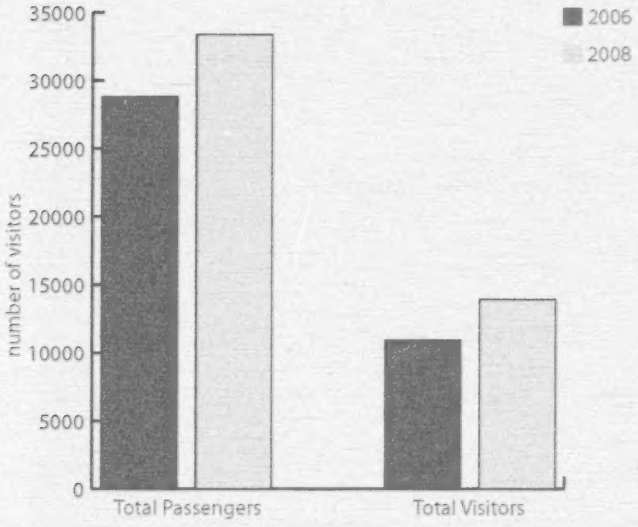
- This represents 11% of all possible data collection sample points
- In total, 755 visitors completed the full survey, and 672 visitor demographics data was provided by the cruise industry
- This results in a Margin of Error of +/- 3.5% on the full survey, and +/- 2.5 on demographics, which are acceptable margins of errors
- Of the 13,800 visitors, 6% or 755 visitors completed the Exit Survey, lower than the 14% in 2006

2 Travel Volumes

2.1 Total Visitor Volume Change

In 2006 a total of 28,802 passengers (air and cruise) visited Nunavut. In 2008 there were 33,378 passengers, representing an increase of 16%. Of those passengers, 13,889 were visitors (non-residents) of Nunavut. This is up from 10,909 or 27% growth from 2006. See chart 1.

Chart 1: Total Visitor Volume Change – 2006 vs. 2008 (June – October)

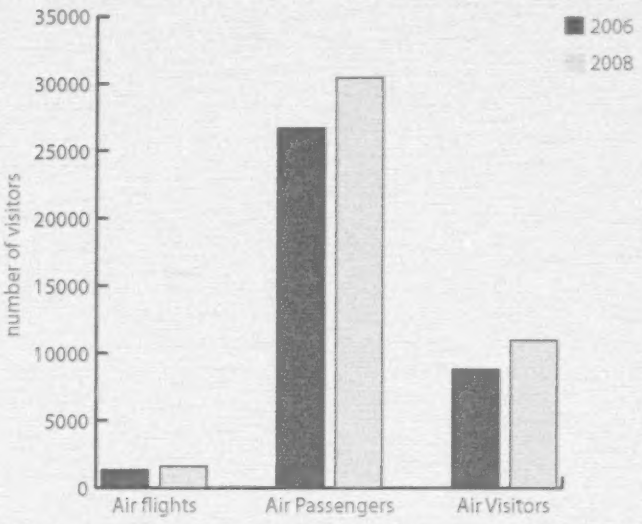


The number of air flights exiting the Territory increased 22% between 2006 and 2008 up to 1600 flights between June and October 30.

Total passengers increased 14% to 30,452.

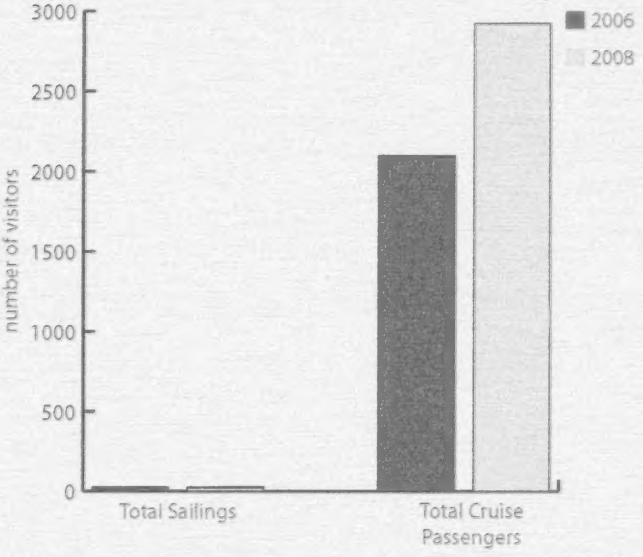
Total visitors by air increased 24% to 10,963. This was partly due to the increase in the percentage of visitors on each flight increasing from 33% to 36%. See figure 2.

Chart 2: Air Travel Volumes – 2006 vs. 2008 (June – October)



While there were two less sailings than in 2006, the passenger volumes were up 40% in 2008 (up by 830 passengers) to a total of 2,926 cruise visitors. See figure 3.

Chart 3: Cruise Travel Volumes – 2006 vs. 2008 (June – October)

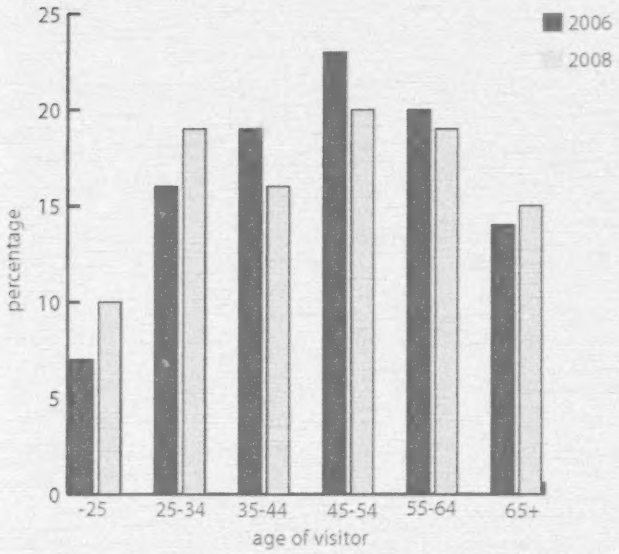


3 Demographics

In general, visitors to Nunavut are:

- More often male
- Average age 46 (53% are under 45, 55% are 45 or older)
- Mainly from Canada (83%)
- More likely to be a business traveller (55%)
- The average age of the visitor has increased slightly since 2006. In 2006, the average age was 37. This has increased to 46 in 2008
- In 2008, there was an increase in visitors that were under 25 to 34 years old, as well as an increase in 65+
- In 2008, there was a decrease in visitors aged 35 to 64

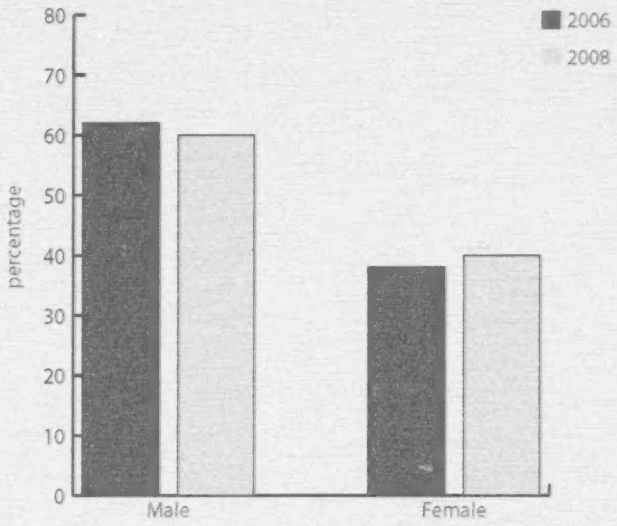
Chart 4: Percentage of Visitor by Age



Similar to 2006 findings, the majority of visitors are men.

This is a reflection of the high percentage of business travellers coming to the territory (74% of business travellers are male. In contrast, among leisure visitors 58% are female).

Chart 5: Percentage of Visitor by Gender



Canadians continue to make up the majority of visitors to Nunavut. See chart 6 on page 4.

Among business travellers, 96% are from Canada.

Among leisure travellers, 72% are from Canada, 20% from the U.S. and 8% from other countries.

Comparing leisure to business travellers, leisure travellers were more likely to come from Alberta (20% vs. 14%), the Eastern U.S. (12% vs. 1%) and the Western U.S. (10% vs. 1%) – among those living in North America.

Compared to 2006, visitation from BC/Alberta and Atlantic Canada increased, but mostly declined for other regions. See figure 7.

Chart 6: Percent of Visitor by Country

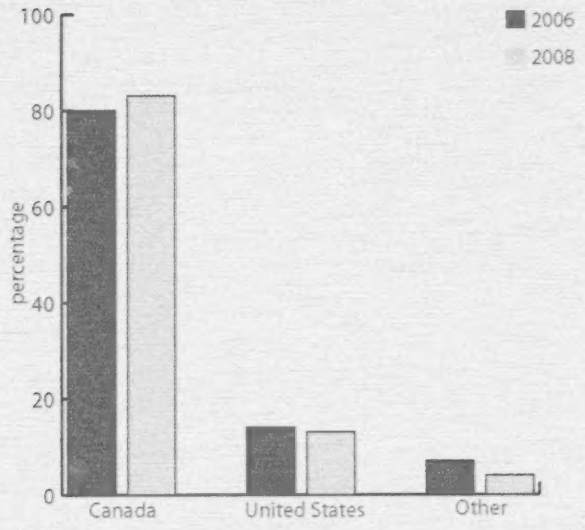
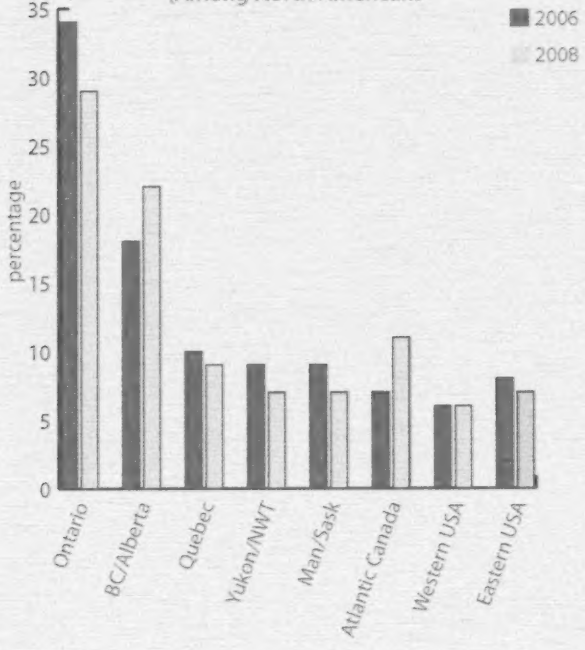


Chart 7: Percent of Visitor by Province/State (Among North Americans



Among Canadian travellers:

- 29% live in Ontario
- 22% in BC or Alberta
- 9% live in Quebec
- 64% of Canadians are travelling for business

Travellers from the U.S.:

- Make up 13% of all visitors
- Are older, averaging 57 years
- Somewhat more likely to be from eastern U.S. (55%)
- Out of all states, most likely to be from: California (15%), New Jersey (8%), Maryland (8%), or Alaska (7%)

Travellers from other countries:

- Make up 4% of all visitors
- Average 47 years old

Cruise ship travellers:

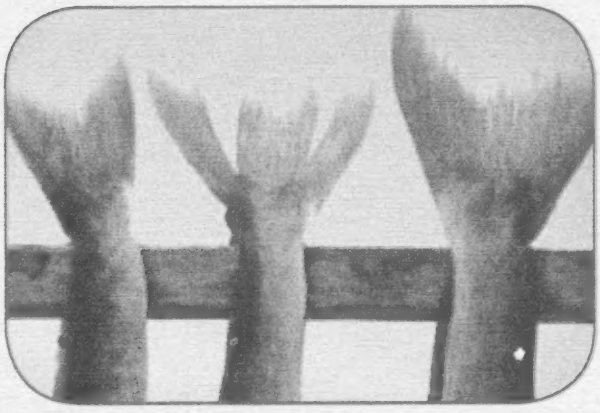
- Make up 12% of all visitors
- Average 55 years old
- 46% are 65 years or older
- 62% are female

Leisure travellers:

- Are more likely to be female (58%)
- From Canada (78%)

Business travellers:

- Are most often male (75%)
- Average 43 years old from Canada (64%)



4 Trip Planning

4.1 Sources of Information

The most popular trip-planning sources for visitors were:

1. www.nunavuttourism.com
2. air/cruise/other industry website
3. travel agent

Less than one-third of visitors are using the internet to plan their trip.

25% requested information from Nunavut Tourism, though only 2% actually spoke to Nunavut Tourism staff.

Only about 8% of all visitors report having seen an advertisement for Nunavut.

For leisure travellers, the most popular trip-planning sources were:

1. www.nunavuttourism.com
2. air/cruise/other industry website
3. books/articles/novels

For business travellers, the most popular trip-planning sources were:

1. Travel Agent
2. www.nunavuttourism.com
3. air/cruise/other industry website

However, almost one-third of business travellers use none of these sources.

Leisure travellers use all information sources more than business travellers. Business travellers are more likely to use travel agents (32% vs. 22% for leisure travellers). This pattern is consistent with 2006 survey findings.

Cruise passengers are much more likely to seek information on the internet and use guide books and other books to plan their trip.

Chart 8: Planning Resources-Business vs. Leisure Travellers

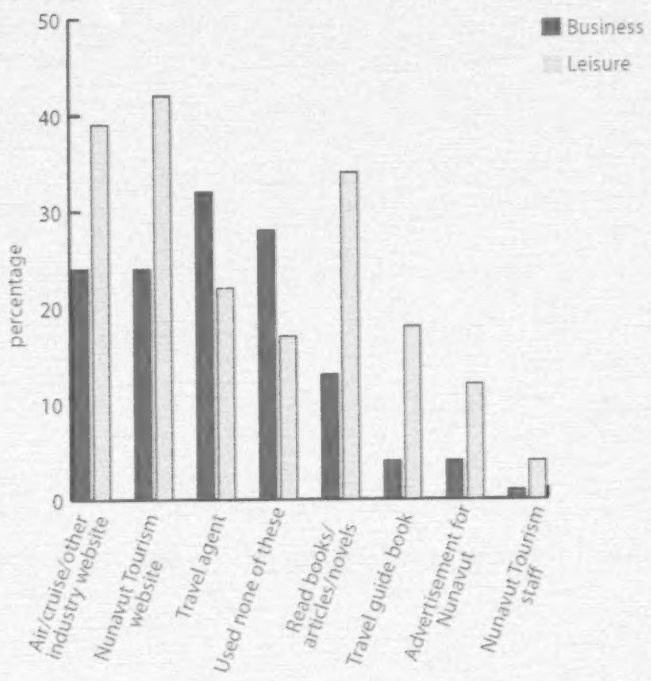
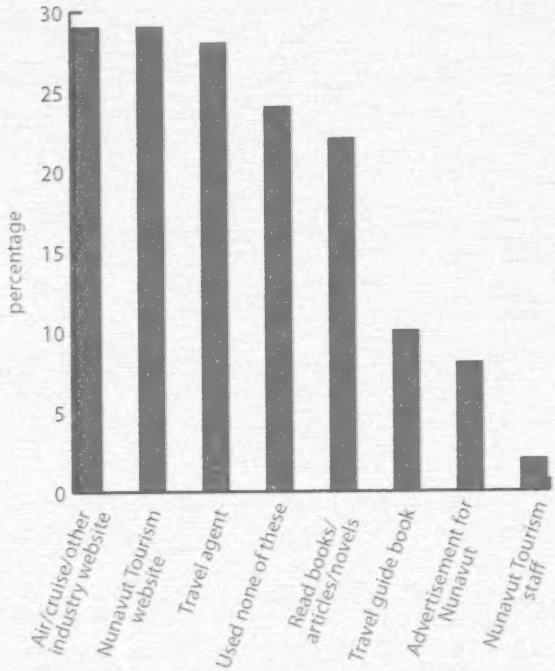


Chart 9: Planning Resources used by Travellers in 2008



American and overseas visitors use more planning tools. This reflects the fact that many Canadian visitors are business travellers, a quarter of who use no planning tools at all.

Overseas visitors rely more on books.

American use of www.nunavuttourism.com is lower than might be expected.

Visitors to the Baffin region use the internet and travel books more so than visitors to other regions.

Those going to Kitikmeot use travel agents more, while Kivalliq visitors are least likely to use any source.

Chart 10: Planning Resources by Country

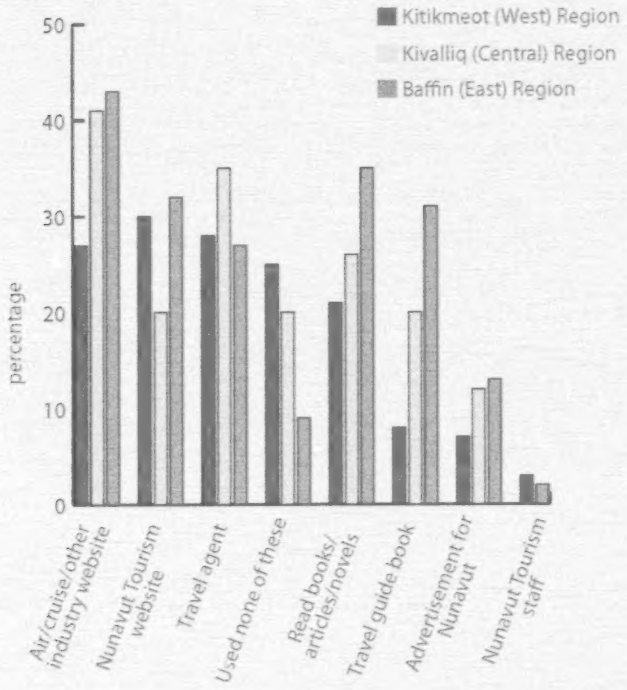
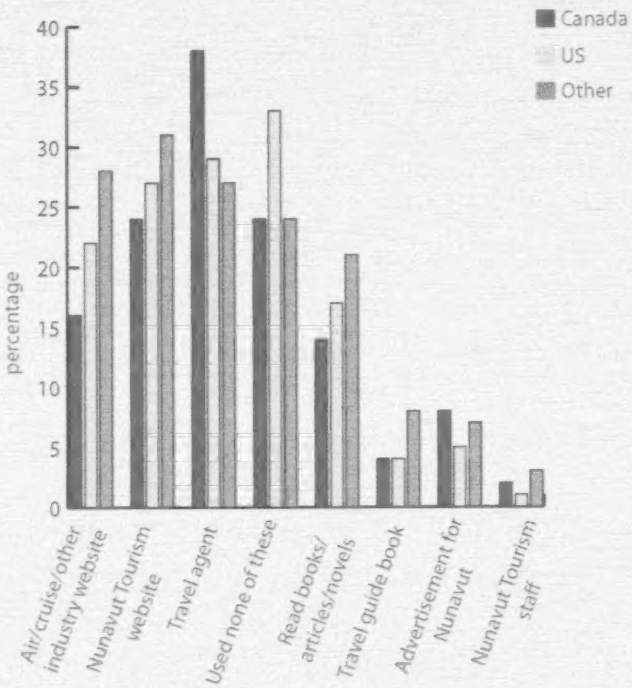
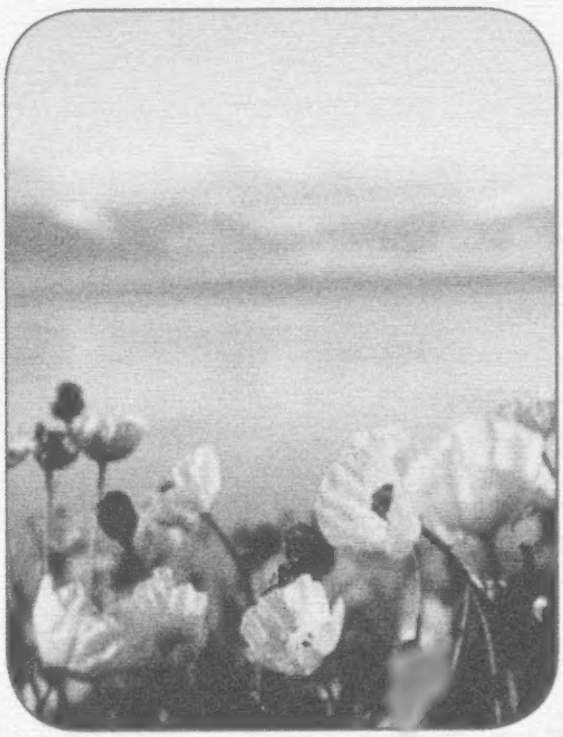


Chart 11: Planning Resources-Travellers by Nunavut Region





4.2 Trip Bookings (Phase 2 Respondents)

Among respondents to the Phase 2 surveys, nearly half of all visitors surveyed reported this was not their first trip to Nunavut – very similar to 2006 findings.

- Travellers reported that they had been thinking about travelling to Nunavut, on average, for about 2.5 years. This is less time than was reported in 2006 when the average was 5.6 years. In at least one case a visitor had been thinking about the trip for 40 years.
- Visitors report having "definitely made a decision" to visit Nunavut, on average, about 10 months in advance of their trip and made their travel arrangements 2-5 months beforehand.
- 68% reported that the information they were able to find to plan their trip was good or excellent. This was one of the least positive findings when respondents were asked questions related to their overall experience. Less than 10% thought it was poor.
- 70% of respondents agreed that information about the travel destination on the internet is extremely important.
- Just over half felt it was easy to find information on the internet about things to see and do in Nunavut. Among those who have travelled before to Nunavut, even more agreed.

4.3 Reactions to the Trip

What Family and Frends Said

Some responses from Phase 2 respondents about what family and friends said about their planned trip to Nunavut:

- "Cool!"
- "Crazy!"
- "Great! Chance of a lifetime."
- "Dress warm!"
- "They were impressed and interested. Few had heard of Nunavut before."
- They were "excited," "jealous," "surprised."
- "You are lucky; you are mad."

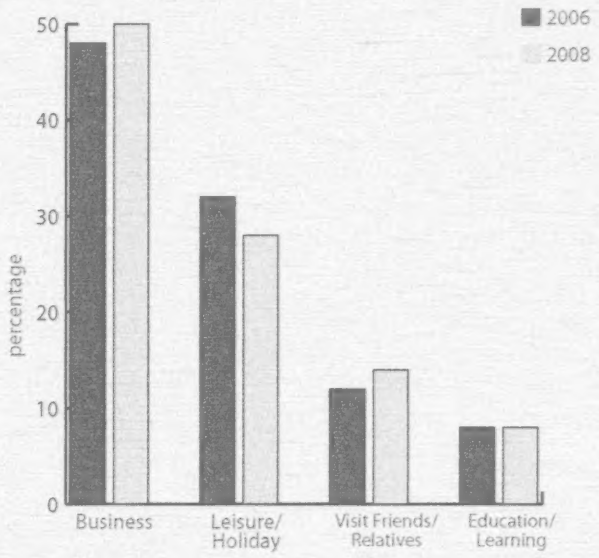
5 Trip Profile

5.1 Purpose of Trip

The reasons for people visiting Nunavut can be summarized as follows:

- In 2008, half the visitors came for business or work – similar to 2006
- Less than one-third came for vacation or holidays
- Americans are far more likely to be visiting for vacation compared to Canadians. There is little business travel originating from the U.S. or other countries.
- Kivalliq has the highest percentage of visitors coming for business (76%)
- Vacation is highest in Kitikmeot, while "visiting friends and relatives" is the most prominent reason for travelling to Baffin. This is different from 2006, when Baffin had a more varied mix of reasons for visiting.
- The purpose of the trip for visitors changed only slightly over the 2 years: business increased slightly while leisure dropped.

Chart 12: Purpose of Trip-2006 vs. 2008



The vast majority of Canadians travel to Nunavut for business (64%), versus 12% of U.S. and 14% of other visitors. Travellers from other countries come primarily for leisure (45% for U.S., 53% for other countries) and education/learning (39% for U.S. and 21% for other countries).

Note: In 2008 cruise has been separated out, which lowers the numbers for leisure and educational/learning for all regions.

Business dominates travel in all regions.

Baffin is up from 2006, when only 54% of its travel was for business.

Cruise travel is dominated by leisure and educational purposes. Among air travellers, 65% are travelling for business purposes.

Canadians report they were travelling for leisure only 14% of the time. However, as the vast majority of visitors to Nunavut are Canadian, most of those travelling to Nunavut for leisure or holidays are also Canadians. Among "leisure" travellers" 78% are Canadian.

Chart 13: Purpose of Trip by Country

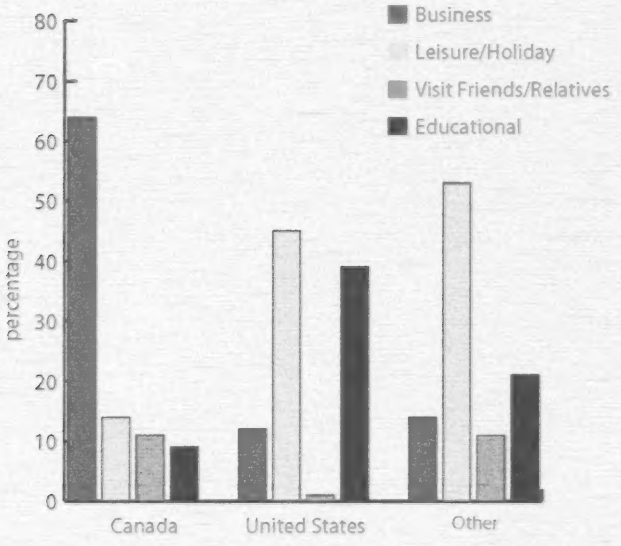
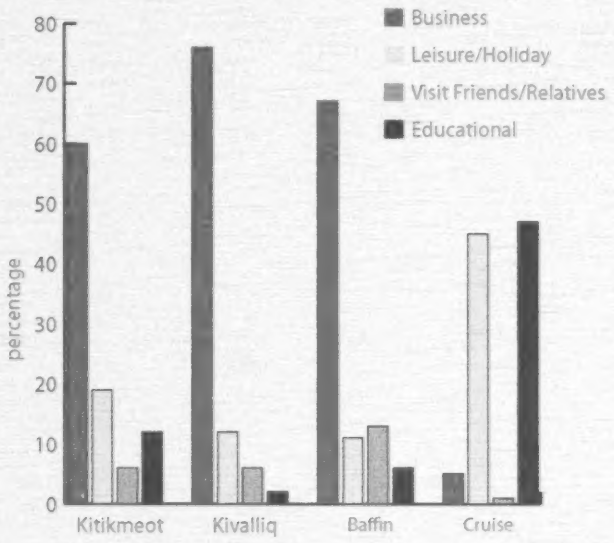


Chart 14: Purpose of Trip by Nunavut Region & Cruise

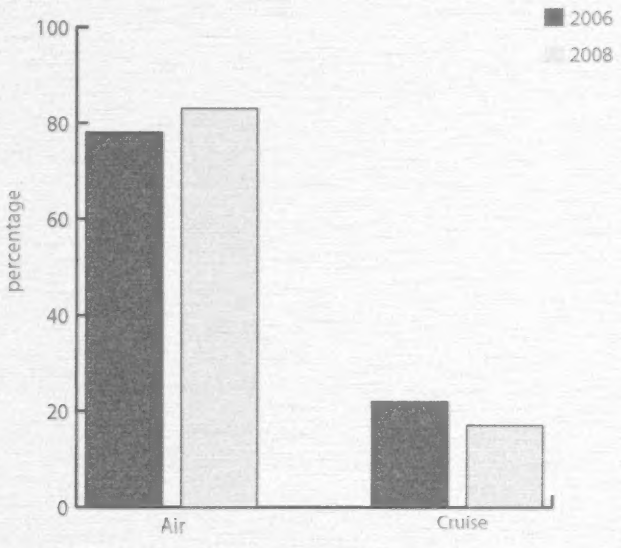


5.2 How and When are Visitors Travelling?

Air visitors represent 83% of visitors or approximately 10,963 visitors.

Cruise passengers account for 17% of visitors or approximately 2,926 visitors. While cruise numbers increased, their share of the visitors decreased due to a faster increase in air travel, and the addition of October in the sample frame.

Chart 15: Type of Transportation

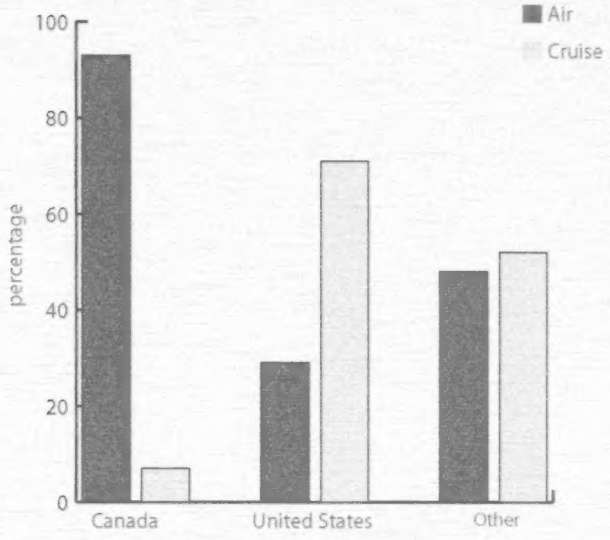


Among Canadian visitors, 93% arrive by air (up from 86% in 2006).

For Americans only 29% arrive by air (down from 40% in 2006).

Overseas visitors are split with 48% arriving by air (same as seen in 2006).

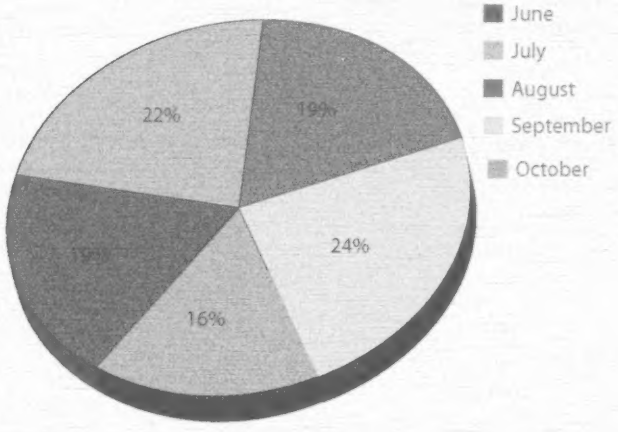
Chart 16: Type of Transportation by Country



September and July are the two largest visitor months. Combined they account for over 46% of the visitor departure dates.

38% visit in June and August combined.

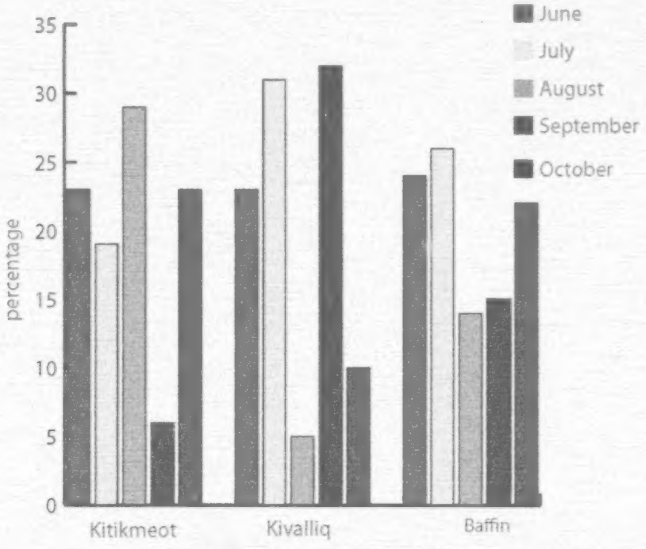
Chart 17: Month of Travel-2008 Visitors



The regions again differ by month, as seen in Chart 18. Kitikmeot shows very high visitation in August, while Kivalliq visitation is highest in September.

Baffin shows the most level patterns of visitation.

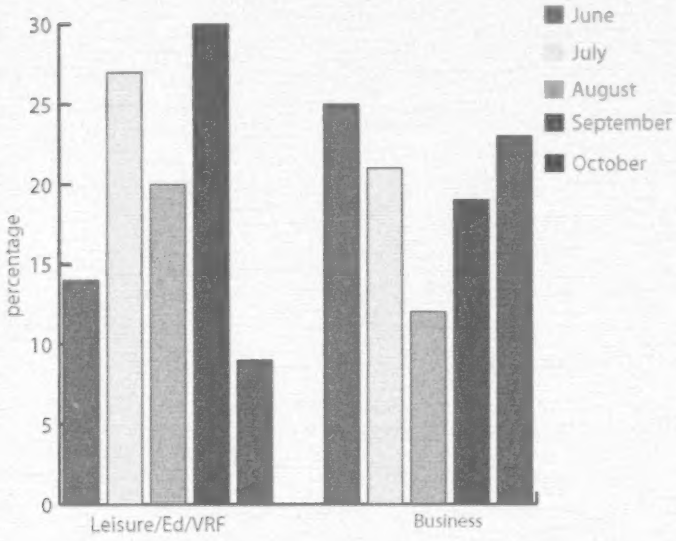
Chart 18: Month of Travel by Nunavut Region-2008 Visitors



Leisure visitors are more likely to visit in July and September, while business travellers are more likely to be travelling in June and October. The most popular month for visitors interested in leisure/educational/ visiting friends or family is September, followed by July.

The most popular month for business visitors is June, followed by October.

Chart 19: Month of Travel by Type of Visitor



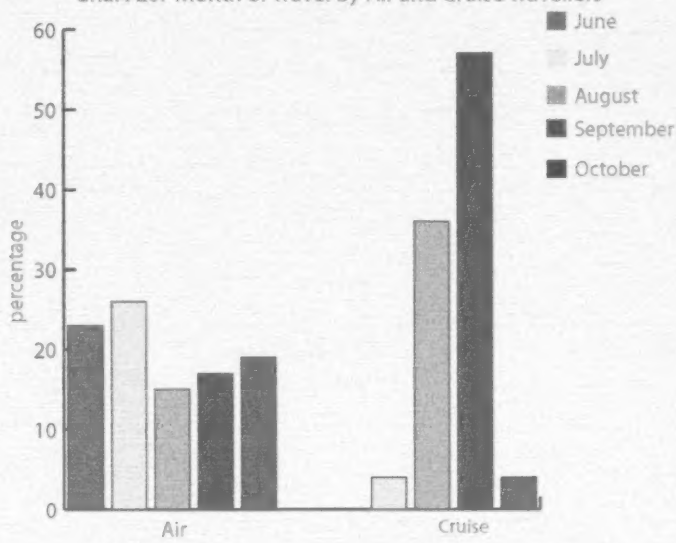
The most popular month for visitors interested in leisure/educational/ visiting friends or family is September, followed by July.

The most popular month for business visitors is June, followed by October.

93% of cruise travellers visit Nunavut in August and September.

July is the most popular month for visitors who arrive by air, but there is less variation by month.

Chart 20: Month of Travel by Air and Cruise Travellers



Of total visits, the largest number of visitors was in September (24%), followed by July (22%), then June and August (both 19%). October was last at 16%.

The months that travellers from Canada visited were fairly evenly distributed, July being the most popular at 24% followed by June at 21%. The months from August to October averaged 18%.

58% of travellers from U.S. origins visited in the month of September. Almost a quarter visited in August, less than 10% in each of June and July and none in October.

This pattern was similar for travellers from countries other than the U.S. or Canada, with 45% visiting in September and 15-20% in each month of June, July and August. Only 3% came in October.

Visitors who travelled by air were slightly more concentrated in June and July (49% total), with the months of August to October averaging 18%. Visitors on cruise ships predominantly visited in September (57%), followed by August at 36%.

Visitors who travelled to Nunavut for leisure came mostly in September (30%), due to cruise ship travel, followed closely by July (27%) and August (20%).

6 Destinations within Nunavut

Nearly 2/3rds of visitors are going to the Baffin Region – dominated by travel to Iqaluit.

Over half of all visitors are going to the Baffin Region (not including cruise passengers who stop there).

This would indicate a drop in visitor volumes in both Kitikmeot and Kivalliq, with strong growth in Baffin.

NOTE: However, compared to 2006, differences in the survey occurred and this may not be a totally accurate reflection of visitation by destination.

Map of Nunavut Regions by Travel Destination

Among Canadian visitors, almost three-quarters are going to Baffin. 18% of Americans and 31% or travellers from other countries are going to Baffin.

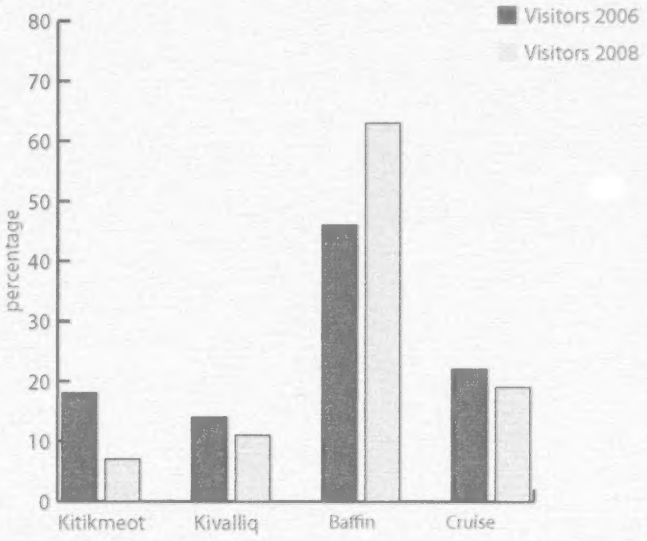
There is little travel to Kitikmeot or Kivalliq among non-Canadian travellers.

54% or air travellers are going to Iqaluit – as their primary destination. 9% are going to Rankin Inlet and 7% to Pond Inlet.

More than half the time, the destination of business travellers is Iqaluit. 10% are going to Rankin Inlet and another 8% to Pond Inlet.

Among leisure travellers, their destination is Iqaluit, 41% of the time. 31% of leisure travellers on on-board cruise ships.

Chart 21: Destination within Nunavut by Region-2006 vs 2008

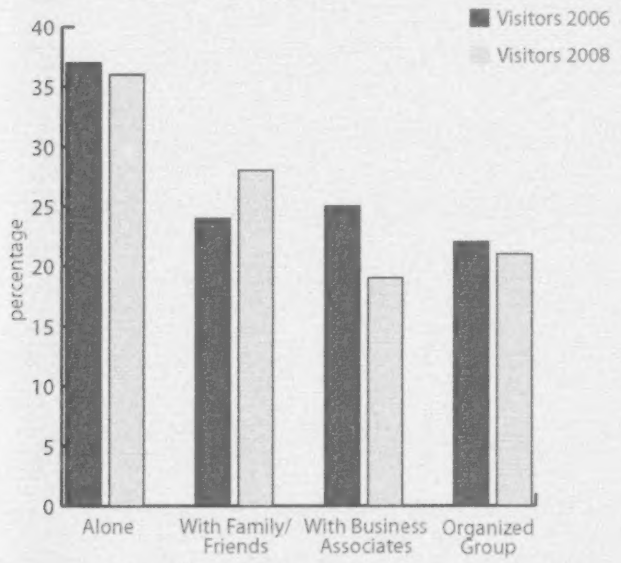


7 Visitor Party Composition

Visitor party composition has not changed over 2006 findings.

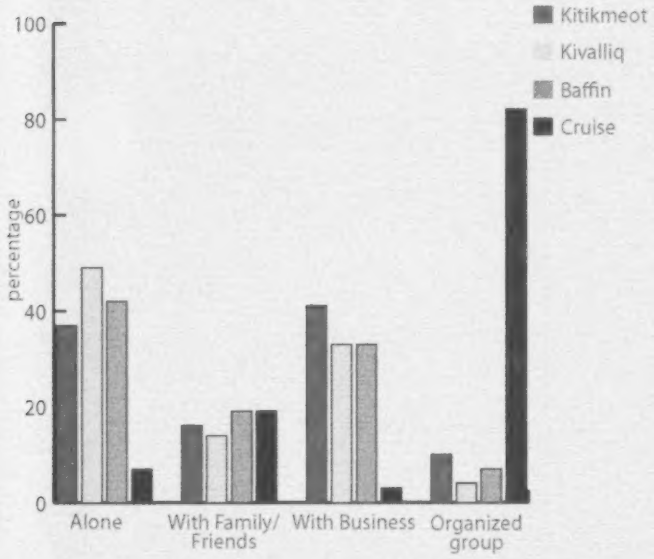
The largest group is those travelling alone.

Chart 22: Visitor Party Compostion-Visitors 2006 vs Visitors 2008



A significant change seen here is the drop in visitors to Kitikmeot who were part of an organized trip (24% in 2006).

Chart 23: Visitor Party Composition by Nunavut Region and Cruise

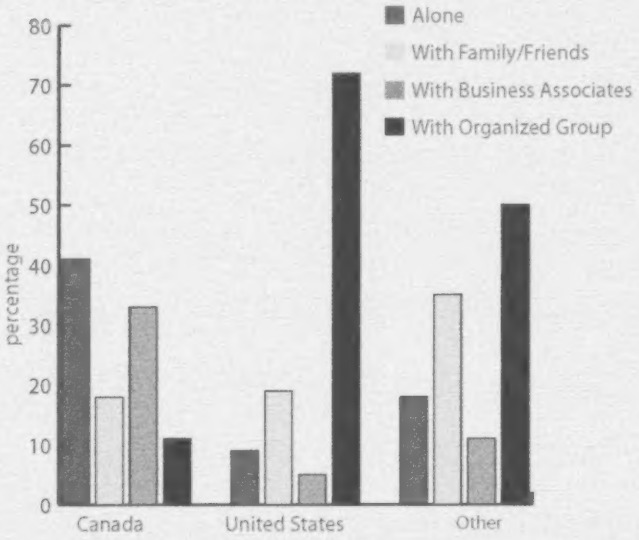


More than those from overseas, Americans tend to come as part of an organized group.

35% of travellers from overseas are visiting with family or friends.

33% of Canadians are visiting Nunavut with business associates.

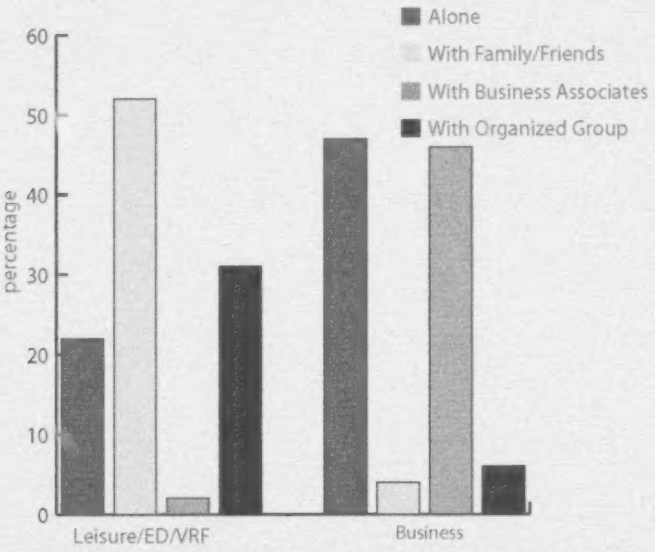
Chart 24: Visitor Party Composition by Country



Over half of leisure travellers are travelling with friends or family.

Among business travellers, half travel with at least one business associate.

Chart 25: Visitor Party Composition by Type of Traveller



The typical party size increased in 2008, with 28% arriving in groups of 3 or more adults. The average was 4.0 adults per party.

Chart 26: Shared Expenses (Lodging, Transportation) by Adults

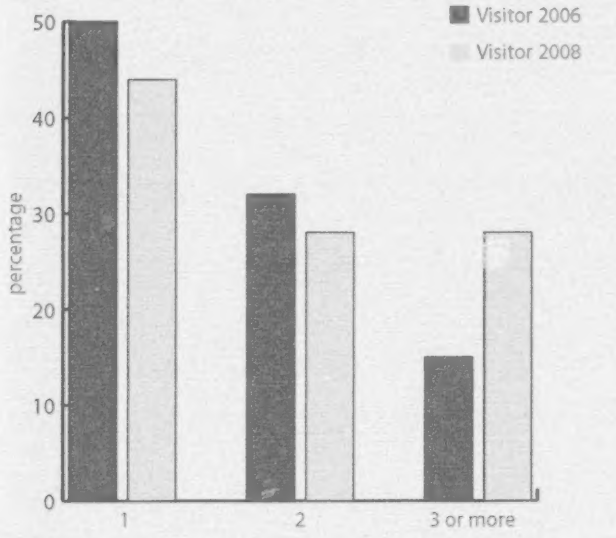
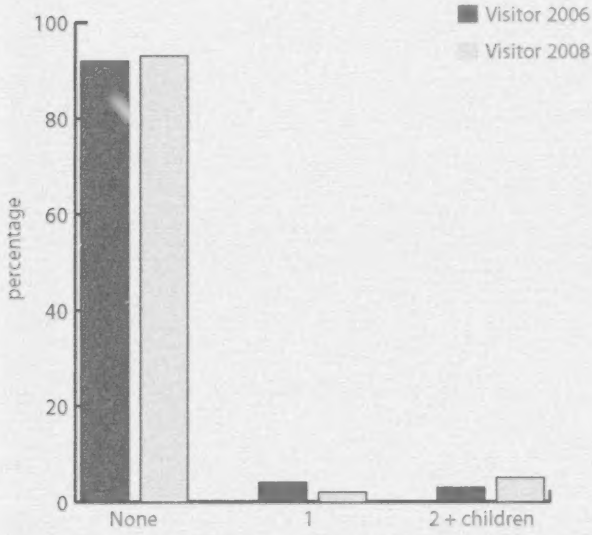


Chart 27: Shared Expenses (Lodging, Transportation) by Children



Similar to 2006, few visitors travel to Nunavut with children.

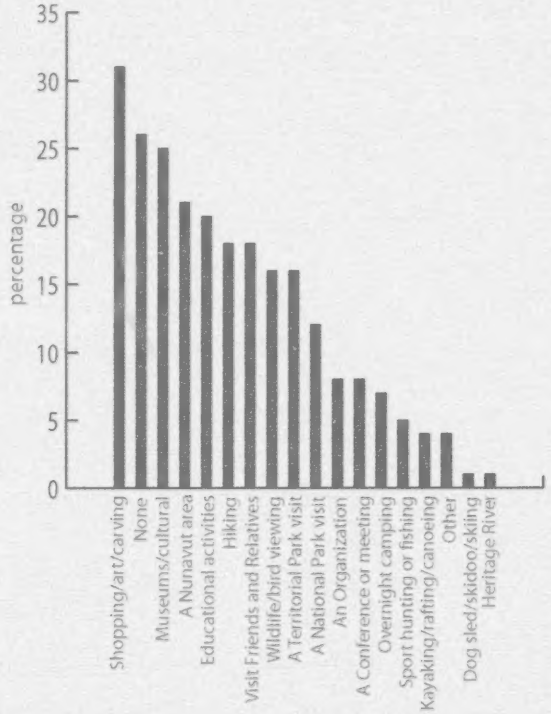
81% of cruise travellers go as part of an organized group. Cruise travellers have one or more children with them 25% of the time.

8 Activities

75% of all visitors engaged in at least one of these activities; 25% did none of these activities and also did not write in any other activities when asked.

Shopping for Art/Carvings or local Products is the top activity, yet still only less than one-third of visitors indicated that they did this activity.

Chart 28: Visitor Activities in 2008

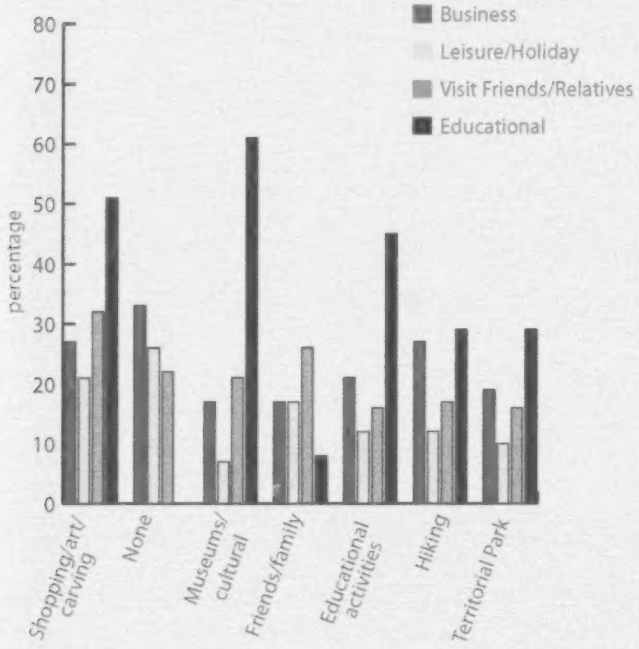


Cruise visitors have the highest participation rate in all these activities. 45% of cruise travellers are visiting for educational interests.

Baffin has the next highest level of activity overall, especially for shopping, visiting friends and relatives. Kitikmeot is the highest region for education activities and Territorial Park activity.

Business travellers are not likely to participate in many activities.

Chart 29: Visitor Activities - Leisure vs. Business Travellers



The Leisure/VFR Traveller

- Half report they shop for art, carvings or local products
- Almost half are visiting museums, cultural or visitor centres
- About one-third report visiting parks, going on Nunavut area cruise/boat tours, and/or visiting friends and family
- About one-quarter report visiting a national park and/or wildlife/bird viewing
- 40% stay with family or friends. One third are on cruise ships, and only 14% are staying in hotels/motels
- Typical leisure travellers report being away from home for 17 days

The Business Traveller

- 20% report they shop for art, carvings or local products
- 1/3 of business travellers report they do not participate in any of these activities
- 51% report hotel/motel as their main accommodation; 32% reported they stay in camps
- The typical business traveller reports being away from home for 2 weeks
- 14% report participating in educational or research activities

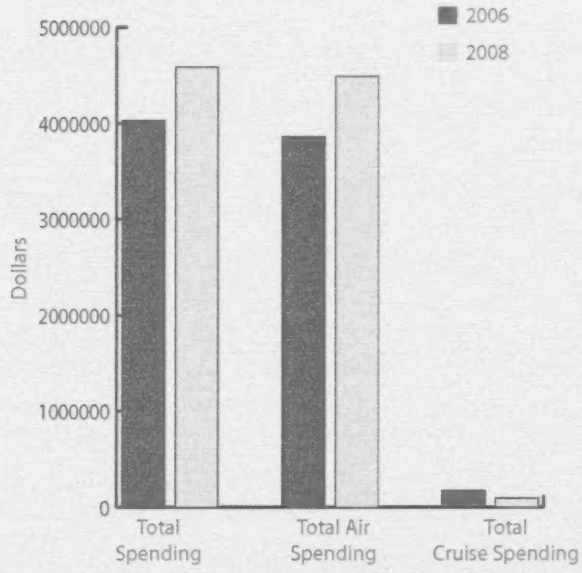
9 Visitor Spending

9.1 Spending Excluding Transportation Costs

Spending estimates show spending (excluding transportation) increased by 14%. Air travel spending was up 16%, while cruise spending dropped by 44%.

In 2006 cruise spending often included the cost of the cruise, which is the reason it appears here that cruise spending decreased in 2008. It is unlikely this is the actual case, however, merely a reflection of an improvement in the survey instrument in 2008.

Chart 30: Visitor Spending-2006 vs. 2008 (June-October)



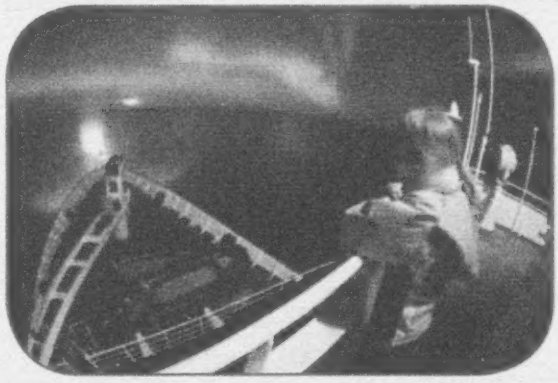
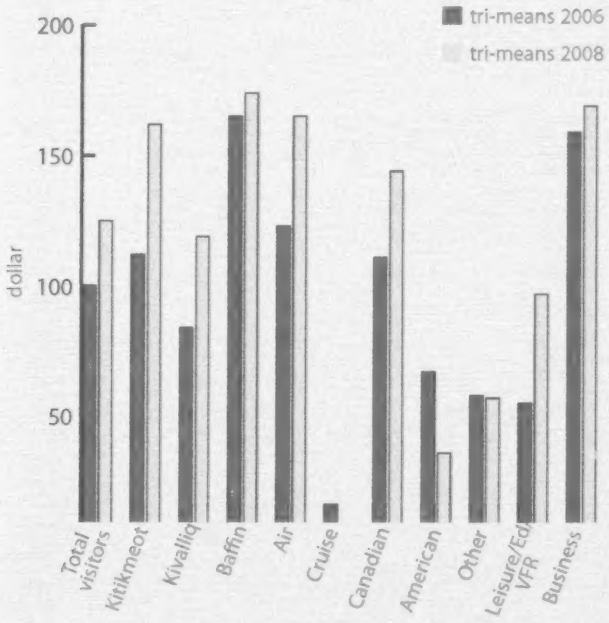


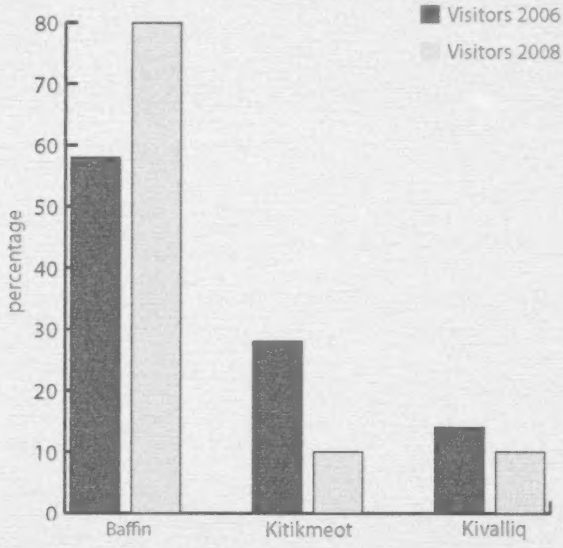
Chart 31: Spending Tri-Means-Total Per Person Per Night



The Tri-mean method was used to determine visitor spending per person per night. This calculation reduces the impact of the extreme high and low spenders and provides a more accurate estimate of actual spending.

Average spending per person per night increased 25% over the past two years. Spending increases were seen in almost all categories of visitors and in all regions – except among cruise travellers and Americans.

Chart 32: Visitor Spending by Nunavut Region- 2006 vs. 2008



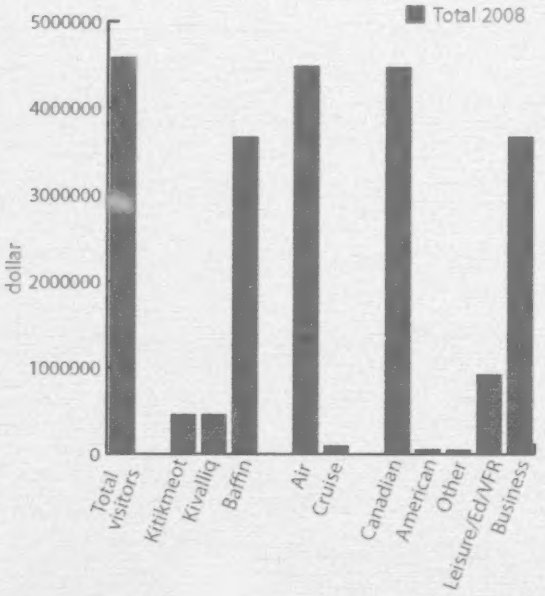
The summer tourism industry accounts for over $4.5 million dollars in the territory.

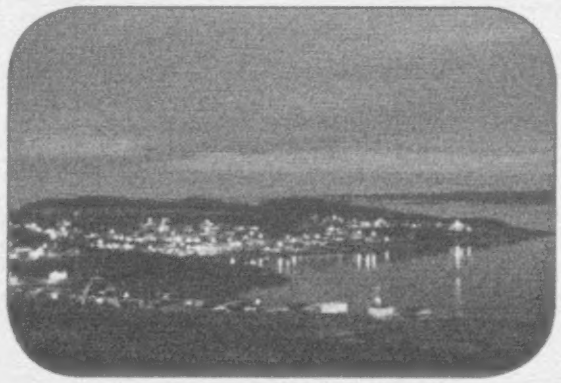
The majority of that is in the Baffin Region. This is up significantly from 2006.

Note: these spending figures do not include air or cruise expenses.

Visitor spending in Nunavut for the summer months, excluding transportation costs was slightly over $4.5 million. $3.6 of this was in the Baffin region. Nearly all of it was from Canadians, and business travellers.

Chart 33: Spending Tri-Means per Party * Total Parties



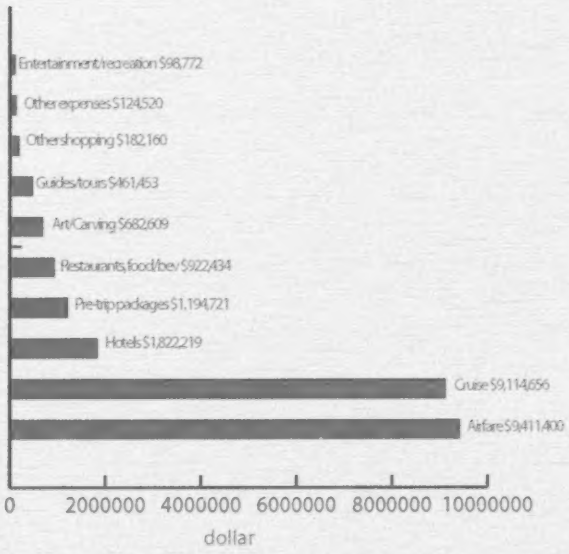


9.2 Spending Including Transportation

Total visitor spending including transportation costs was approximately $24 million.

While airlines have much higher volume, the spending is actually only slightly higher than for cruise tickets ($9.4 million vs. $9.1 million for cruise expenses).

Chart 34: Total Spending 2008 by Dollar Amount



Shopping is extremely low as a percentage of visitor spending, at only 4% of total costs.

Transportation costs dominate visitor spending, accounting for over three-quarters of all spending. (Note – cruise spending also includes all onboard services and any pre-arranged activities.)

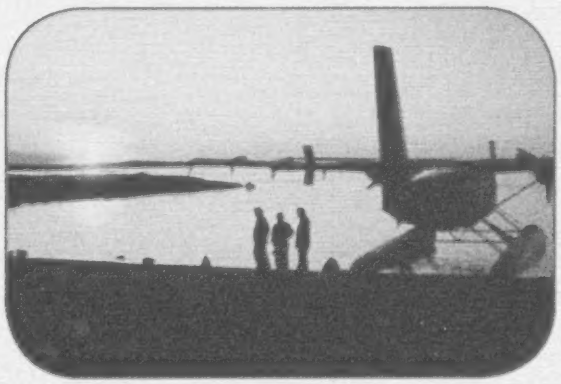
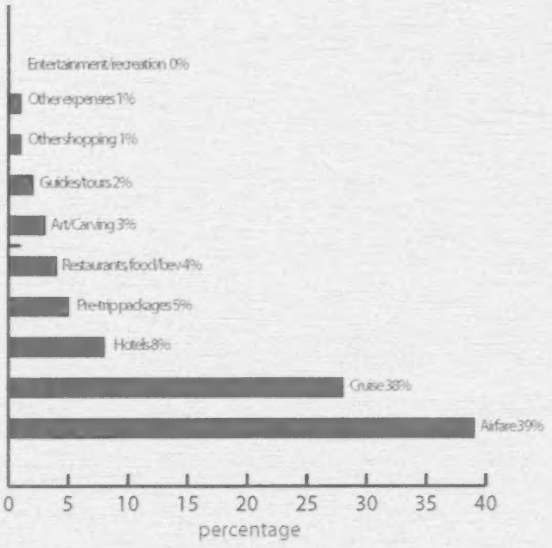


Chart 35: Percentage of Total Spending



9.3 Spending Per Person

Chart 36 shows the average costs of goods and services. It includes only those who actually reported a purchase in that category. It shows, for example that the average hotel room cost about $270, for the 48% who reported staying in a paid accommodation.

Airfare shows slightly lower than published fares, but will include some corporate pricing.

Again, shopping spending is very low. Among those who spent anything (45%), the average spending per person was $146 for art and $47 for other shopping. 55% of visitors did not buy any art and 63% did not do any other shopping.

For food, 66% reported spending money on food (since many visiting friends and family and work camps did not report food spending), and average cost per was $134 per person.

Chart 36: Spending Per Person by Dollar Amount

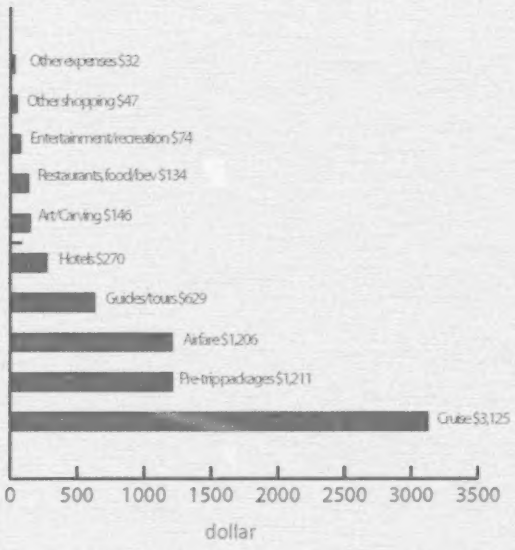
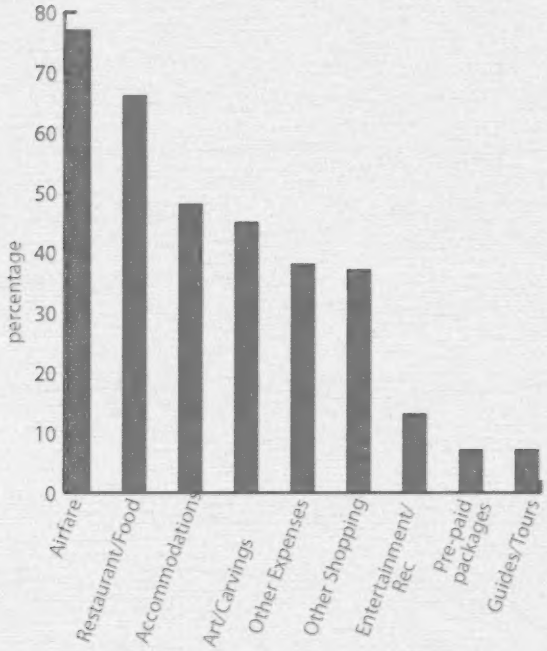


Chart 37: Spending Per Person by Percentage



10 Trip Satisfaction

85% of all visitors rated their travel experience to Nunavut as good or excellent.

Americans are especially positive about their experience.

Three-quarters stated that the ease of planning /booking their trip (and other services) as good or excellent.

Kitikmeot visitors continue to be the most satisfied among the three regions.

Not surprisingly, leisure visitors are more satisfied than business travellers.

Ratings are similar to 2006, with lower scores on value for the money (23% negative ratings in 2006 compared to 34% in 2008).

Just over half of the visitors are satisfied with the quality of food and beverage, and with accommodations.

Only 41% felt it was good value for the money.

Chart 38: Visitor Trip Rating-Overall Experience)% rated Good + Excellent)

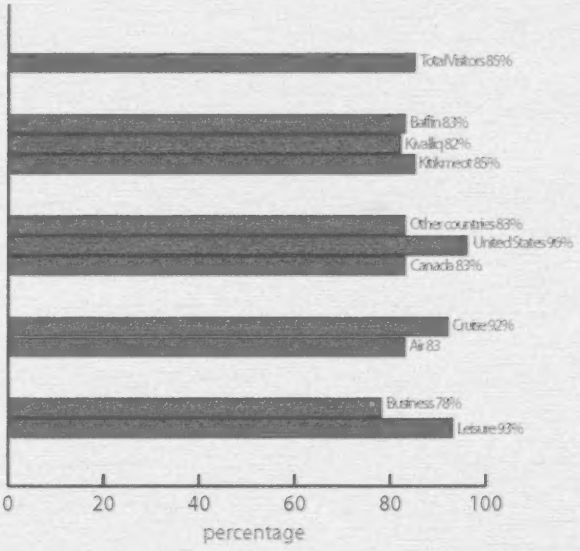
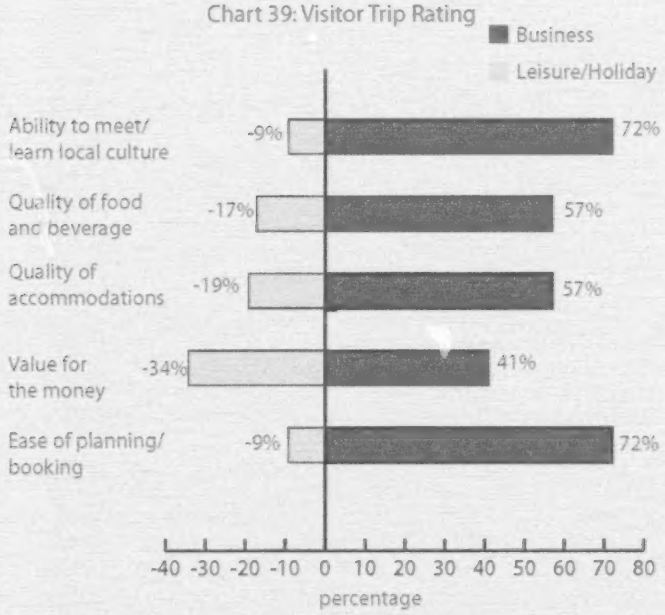


Chart 39: Visitor Trip Rating



Kivalliq tends to have the lowest ratings, except for value for the money, where Baffin is the lowest region. A large majority of visitors (82 to 85%) – to all regions of Nunavut – were extremely impressed with the overall experience of visiting the territory. Visitors from outside Canada are more likely to rate the value for the money better.

Chart 40: Visitor Trip Rating by Nunavut Region

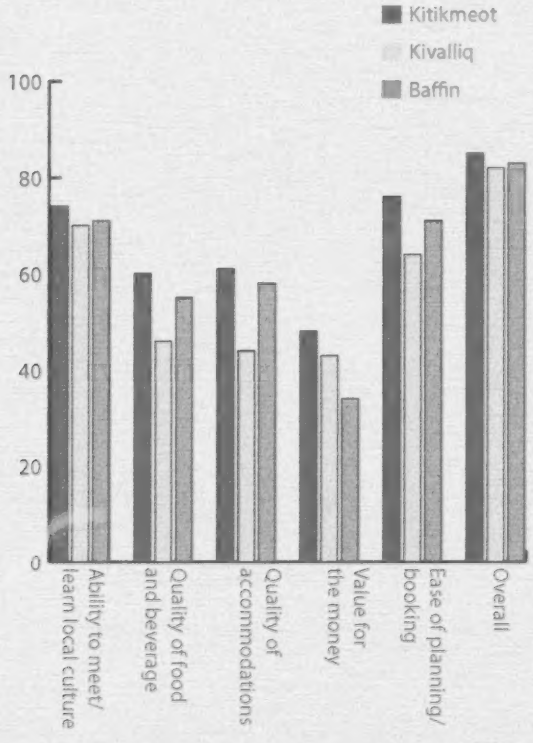
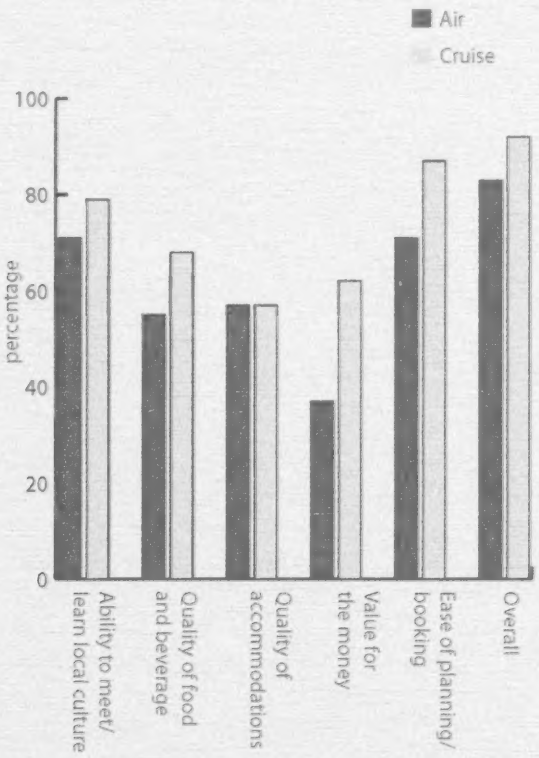


Chart 41: Visitor Trip Rating- Air vs. Cruise



Leisure travellers are much more likely to rate the value for the money higher than business travellers. Likewise, business travellers are less likely to rate the quality of accommodation and food as good or excellent. Cruise passengers are generally more satisfied than air travellers. Satisfaction scores dropped the most among cruise passengers compared to 2006.

10.1 Satisfaction (Phase 2 Respondents)

With the exception of price, most ratings are very positive.

For both first time and repeat visitors, the vast majority rate the scenery/landscape as good or excellent.

90% of visitors were impressed with the friendliness of local people. More than 80% also rate the quality of the local art/carvings as good or excellent.

80% rated highly the quality of the activities they participated in, and 90% rated the friendliness of the local people as good or excellent.

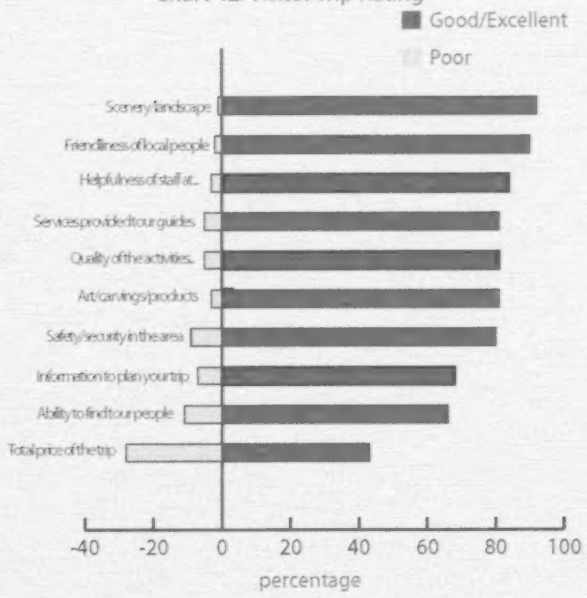
Two-thirds of the visitors found the ability to find locals to help tour the area as good or excellent. Though the majority of first time visitors felt

this way, it was somewhat less so than with repeat visitors. All visitors reported they were happy with the service provided by tour guides.

Less than half rated the total price of the trip as good or excellent. Almost one-third rated it as poor. First time visitors were more likely to rate the trip cost as poor.

Visitors felt the safety and the security of the area they visited as good or excellent – less so among repeat visitors.

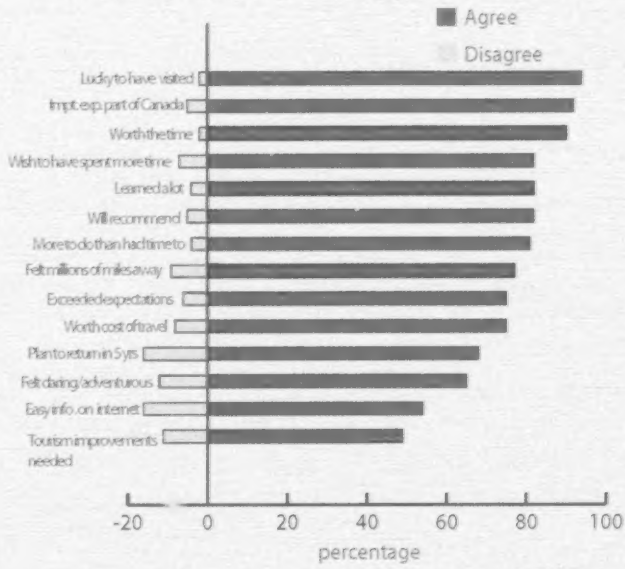
Chart 42: Visitor Trip Rating



The vast majority felt:

- Lucky to have visited
- Nunavut is an important part of Canada to visit
- It was worth their time
- 75% thought it was worth the cost to travel and that the trip to Nunavut exceeded their expectations.
- 82% of visitors will recommend Nunavut to others
- Fewer visitors were positive about finding information on the internet about Nunavut
- Half thought tourism improvements were needed

Chart 43: Visitor Trip Rating (Agree/Disagree)



10.2 Trip Images (Phase 2 Respondents)

Common replies when asked what they remember most:

- Beauty/Scenery
- Vastness
- Art
- Inuit culture
- People
- Friendly

"The mountains, and the fine crafts and traditional clothing."

"The landscape, the realism of the people, the sincerity of the people, the absolute sharing of ideas and friendship."

"Learning about the Inuit culture and experiencing the breathtaking starkness of the landscape."

"I felt a million miles away from home."

10.3 Expectations and Wishes

Nearly all visitors felt the trip met their expectations, but at the same time, over one-third felt there were other things they wished they had been able to do while in Nunavut.

Chart 44: Visitor Expectations-Percentage that meet their Expectations

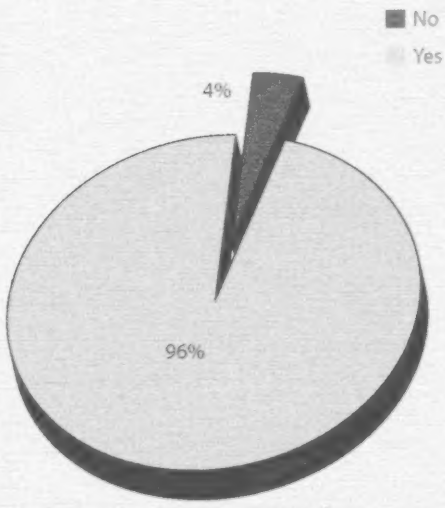
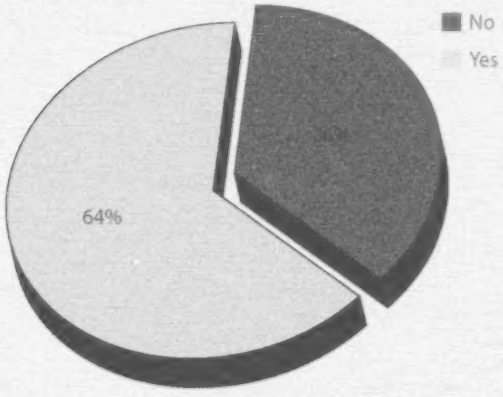


Chart 45: Visitor Wishes: Anything you wished you had done during this trip, but didn't?



Trip Wishes Reported by Phase 2 Respondents:

- Go fishing, go hunting
- Go exploring more
- See more wildlife
- More art/clothing to buy
- More time
- Visit more communities

"Learn more about the native people's culture and purchase keepsakes made by the Inuit people to take back to my family."

"Do more activities, but too expensive."

"Take a camping trip outside the city limits."

"I wish I would have been able to see more wildlife."

10.4 Dislikes

When asked if there were any things they did not like in Nunavut, 41% of Phase 2 respondents reported there were some things they did not like about Nunavut. Those items included:

- Garbage
- Cost
- Poverty

This is similar to the results seen in 2006. Comments included:

"Evidence of neglected building, i.e. churches of Igloolik."

"Garbage needs to be cleaned up."

"Lots of garbage, no recycling. Social dysfunction."

"Poverty and lack of economic activity."

10.5 Visitor Learning Experience

Phase 2 respondents were asked to list things they learned on the trip to Nunavut. They included:

- History
- How friendly everyone is
- Different culture

"Reaffirmed the friendliness of the Inuit people. Was amazed at the beauty in the barren land. Glad to see they are teaching their culture and language in school. Sad to hear of the impact of alcohol and drugs on the young people."

"Thought I was in another country and would have to go through customs on return."

"The history of the people and the importance of harmonizing human activities with the land. The challenge the culture faces with climate change and modern consumerism."

10.6 Comparisons

When comparing Nunavut to other travel destinations, 5% of Phase 2 respondents rate Nunavut worse, 22% rate it about the same, and 73% rate it better than other major trips they have taken. Comments on how it compares included:

- Rich art
- Unique landscape
- More wild
- Far from "civilization"

"I have visited 4 continents...
Nunavut stands out in its expansiveness, uninhabited views, and the impression one gets about the difficulties of existence."
"Nunavut doesn't compare. It's unique..."

"So unique, different from any other part of Canada."

"Beautiful and wilder than any place I have been."

10.7 Visitor Recommendations

When asked what recommendations they would have for other Nunavut visitors, common responses in the Phase 2 survey included:

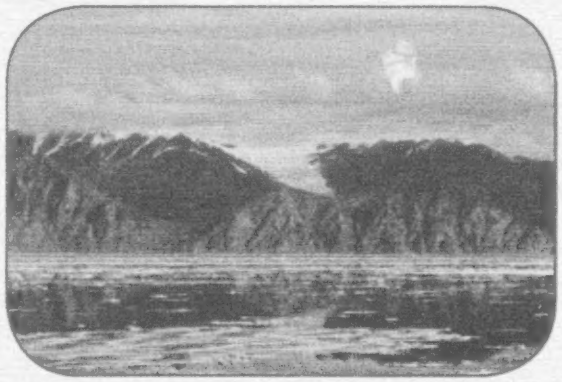
- Research
- Bring cash
- Spend more time
- Dress warm
- Talk to the local people

"Get away from the communities and out on the land to really
see what the Arctic is and was all about."

"Talk to the locals, they will be the best source of information."

"Come with an open mind and leave preconceived perceptions at home."

"Do your homework before going."



11 Lifestyle

Lifestyle questions are typically asked to respondents to help get a better understanding about how they like to travel and live their lives. This section looks at how visitors (phase 2) describe themselves.

95% say they like to learn new things and that they like exploring different cultures.

While 62% consider themselves daring and adventuresome, 60% also like safe and secure destinations.

Only 37% say they like all inclusive packages.

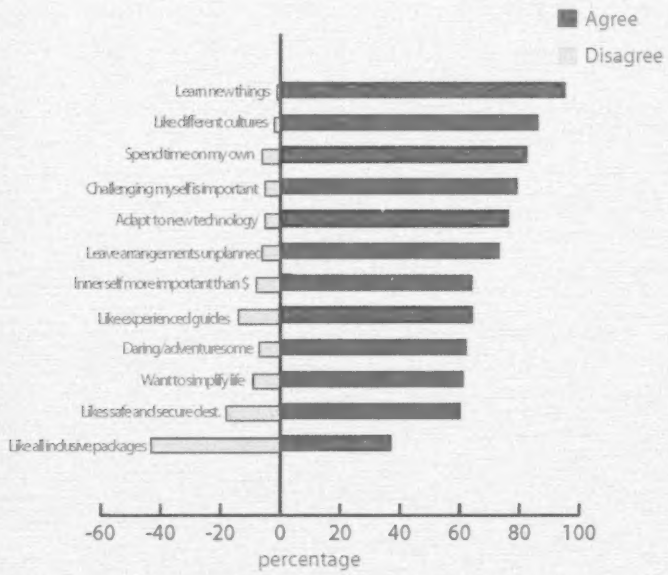
Among respondents to the Phase 2 survey, almost two-thirds of visitors say they enjoy travelling with an experienced and knowledgeable guide or expert.

Almost 80% of repeat visitors like to leave some of their travel arrangements unplanned until they arrive. For first time visitors, this is still the case for more than two-thirds of people.

Only about one-third of visitors like all-inclusive vacation packages for very long trips. Half of first time visitors and over one-third of repeat visitors do not like inclusive packages for long trips.

81% of Phase 2 respondents say the quality of activities was good or excellent.

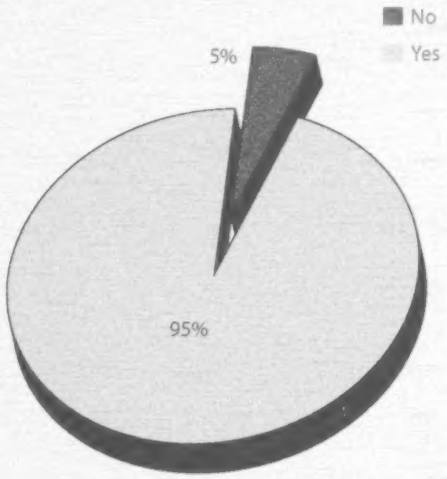
Chart 46: Visitor Self-Evaluation (Agree/Disagree)



12 Come Back Again?

The vast majority of Visitors do want to come back to Nunavut. Even among those who have been to Nunavut before, 98% still want to return again.

Chart 47: Do you hope to Come Back? (Yes/No)



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